Outdoor and Transit Ads (cont.)





Bus Shelter Sign

Bus Shelter Sign



Bus Side Sign



Billboard Sign

Alternate Transportation Choices Partnership Miterials

Prevented is a turnkey marketing campaign that can help your community reduce traffic congestion and pollution while building your image as a socially responsible business or organization. When you become a partner of the *It All Adds Up to Cleaner Air* National Transportation and Air Quality Public Education Campaign, you'll receive the positive image that comes from being associated with a reputable and worthy cause. Through the campaign's advertising, you'll also receive exposure and the opportunity to strengthen any environmental messages you may already be promoting.

It All Adds Up to Cleaner Air is a comprehensive, cost-effective and research-based campaign designed to educate the public on how simple efforts can reduce traffic congestion and pollution. Several high-quality materials are available to effectively communicate this message, all of which can be customized with your logo and information. So ask your representative to order materials for you today. This is your opportunity to become part of a program that benefits your community as much as it benefits you.

Television Advertisement

"Alternate Choices"

This 30-second television commercial was developed to increase awareness of the relationship between transportation choices, air quality and congestion. The ad encourages the public to choose alternate modes of transportation, and can be customized with your logo and contact information.



Recorded Radio Advertisements

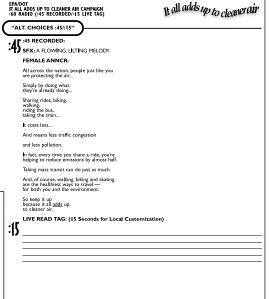
Two recorded radio spots, which complement the television ad, will also raise the public's awareness about choosing alternate modes of transportation and alternate routes. The 60-second ad includes 15 seconds of music at the end, during which you can read a message from your organization. The 30-second

spot has seven seconds at the end for your information.

Live-Read Radio Announcements

These ads allow for an on-air read by a local radio station announcer or community leader. There are 30-, 20-, 15- and 10-second versions. Like the recorded radio spots, these also promote choosing alternate modes of transportation and alternate routes, and provide time for customization.

| | EPA/DOT IT ALL ADDS UP TO CLEANER AIR CAMPAIGN LIVE READ RADIO SCRIPTS | It all adds up to cleaner air |
|--|---|---|
| (| "ALTERNATE CHOICES" | |
| | around another way. Try taking mass transit, sharir | once or even twice a week, leave your car parked and get ng a ride or car pooling. Walk, ride a bike or in-line skate. ation, you'll help to reduce traffic congestion and pollution. |
| 30 LIVE READ—WITHOUT Mass Transit (:25 Script/:05 for Tomorrow, leave home without it. That's right, lust once or even around another way. Try sharing a ride or pin a car pool Walk, save a lot of money and agravation, you'll help to reduce traf because it all adds up to cleaner air. Sponsored by | | once or even twice a week, leave your car parked and get ir pool.Walk, ride a bike or in-line skate. Not only will you o reduce traffic congestion and pollution. So keep it up— |
| | | :05 for Local Customization) parked even once a week and take mass transit, share a ride, congestion and pollution. So keep it up—because it all <u>adds</u> |
| | | er parked even once a week and share a ride, walk, bike, ffic congestion and pollution. So keep it up—because it all |
| :15 LIVE READ (:10 Scripti:05 for Local Customization) Sharing a ride, walking or bilding can save you money and reduce traffic congestion and po up—because it all adds up to cleaner air. Sponsored by | | ney and reduce traffic congestion and pollution. So keep it |
| | :10 LIVE READ (:05 Script/:05 for Local Custom Ride sharing reduces pollution. So keep it up—because | |
| | | |



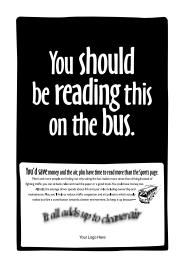
Alternate Transportation Choices Partnership Materials

Print Advertisements

The campaign includes nine print ads related to using alternate routes or modes of transportation. Each ad is provided in two sizes: 6.5" x 10" and 4.25" x 6.5". Space is provided for your name and contact information.







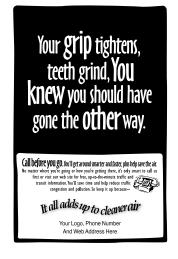














Alternate Transportation Choices Partnership Materials

Collateral Materials

The program's collateral materials include a tip sheet, a newsletter/fact sheet template, a placemat/tray liner and a button/label template. The camera-ready artwork provides space for customizing.









Outdoor and Transit Ads

These ads quickly communicate the benefits of making alternate transportation choices. Billboards, bus sides and bus shelter signs can be used in any combination. Space is provided for your logo. (continued on back page)



Bus Shelter Sign



Bus Side Sign